

Author Website Checklist

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A clean, professional checklist outlining the essential elements every author website should include, followed by what AuthorLoft.com provides beyond the basics.

Core Website Essentials

1. Clear Author Identity

- Professional author photo
- Short, compelling bio
- Genre and tone clarity
- Links to key pages

2. Book Showcase

- High-quality book covers
- Book descriptions
- Retail purchase links
- Available formats (ebook, paperback, audiobook)
- Reviews or endorsements

3. Email Signup

- Prominent signup form
- Reader magnet or incentive
- Clear privacy language
- Automated welcome email

4. About the Author Page

- Extended biography

- Writing themes or mission
- Media-ready headshots
- Personal details readers connect with

5. Contact Page

- Contact form
- Email address
- Social media links
- Agent or publicist information (if applicable)

6. Events & Appearances

- Upcoming events
- Past events
- Booking information

7. Blog or Updates

- Writing updates
- Behind-the-scenes posts
- Book announcements
- Reader resources

8. Press & Media Kit

- Short and long bios
- Author photos
- Book summaries
- Press quotes
- Contact information

9. Accessibility & Mobile Optimization

- Mobile-friendly layout
- Alt text for images

- Clear typography
- High contrast
- Fast load times

10. Legal & Trust Elements

- Privacy policy
 - Terms of use
 - Cookie notice (if needed)
 - Secure HTTPS
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What AuthorLoft.com Offers Beyond the Basics

Enhanced Features

- Direct sales system for ebooks, audiobooks, and signed copies
 - Modular, cinematic bookshelf UI
 - Automated email sequences for new subscribers
 - Personal author URL or custom domain support
 - AI-powered tools for blurbs, bios, newsletters, and more
 - Author dashboard with analytics and sales tracking
 - SEO-optimized templates designed to rank and convert
 - One-click book import via ISBN lookup
 - Professional, modern, cinematic design system
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This checklist is designed for easy download, printing, or sharing on your resources page.